Requests For Proposal (RFP)

For Selection of Television Broadcasting Company for Champions Boat League in Kerala from 1st August to 15th November, 2019.

DEPARTMENT OF TOURISM
GOVERNMENT OF KERALA
DISCLAIMER

1. The information contained in this tender or subsequently provided to the bidder, whether verbally or in documentary or in any other form by or on behalf of (Department of Tourism, Government of Kerala) or any of its employees, is provided to the bidder on the terms and conditions set-out in this tender and such other terms and conditions subject to which such information is provided.

2. This tender is not an agreement or an offer by Department of Tourism to the prospective bidder or any other person. The purpose of this tender is to provide bidders with information that may be useful to them in the formulation & submission of their bids pursuant to this tender.

3. This tender may not be appropriated for all persons, and it is not possible for Department of Tourism and its employees to consider the objectives, technical expertise and particular needs of each party who reads or uses this tender. The assumptions, assessments, statements and information contained in this tender, may not be complete, accurate, adequate or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this tender and obtain independent advice from appropriate sources. Information provided in this tender to the bidders may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Department of Tourism accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

4. The Department of Tourism and its employees/advisors make no representation or warranty and shall have no liability to any person including any bidder under any law, statutory rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this tender or otherwise, including accuracy, adequacy, correctness, reliability or completeness of the tender and any assessment, assumption, statement or information contained therein or deemed to form part of this tender or arising in any way in this selection process.

5. The Department of Tourism also accepts no liability of any nature whether resulting from negligence or otherwise, however, caused arising from reliance of any bidder upon the statements contained in this tender.

6. The Department of Tourism may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this tender.

7. The issue of this tender does not imply that Department of Tourism is bound to select a bidder or to appoint the selected bidder as the case may be, for the job and The Department of Tourism reserves the right to reject all or any of the applications/bids without assigning any reasons whatsoever.
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Request For Proposal

The Department of Tourism invites Request for Proposal (RFP) for the Selection of Television Broadcasting Agency at Kerala from 1st August – 15th November, 2019 for Champions Boat League. Tender documents can be downloaded from the website www.etenders.kerala.gov.in.

SCHEDULE FOR THE RFP PROCESS:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Description</th>
<th>Date/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Issue of RFP Document on the website of Department of Tourism – etenders.kerala.gov.in Details on - <a href="http://www.keralatourism.org">www.keralatourism.org</a></td>
<td>12th July, 2019</td>
</tr>
<tr>
<td>2.</td>
<td>Tender Fee of RFP Document</td>
<td>INR 25,000/- including GST to be paid online</td>
</tr>
<tr>
<td>3.</td>
<td>Earnest Money Deposit (EMD)</td>
<td>INR 5,00,000/- to be paid online</td>
</tr>
<tr>
<td>4.</td>
<td>Receipt of Pre-Bid Queries</td>
<td>Until 19th July, 2019 at 11:00 Hrs</td>
</tr>
<tr>
<td>5.</td>
<td>Pre-Bid Meeting</td>
<td>20th July, 2019 at 15:00 Hrs</td>
</tr>
<tr>
<td>6.</td>
<td>Last date of Submission of Technical &amp; Financial Bid in two cover system</td>
<td>27th July, 2019 at 3:00 pm</td>
</tr>
<tr>
<td>7.</td>
<td>Opening of Technical Bid</td>
<td>29th July, 2019 at 12:00 Hrs Venue: To be intimated later</td>
</tr>
<tr>
<td>8.</td>
<td>Creative Presentation (PPT)</td>
<td>30th July, 2019 at 12:00 Hrs Venue: To be intimated later</td>
</tr>
<tr>
<td>9.</td>
<td>Opening of Financial Bid</td>
<td>30th July, 2019 at 15:00 Hrs Venue: To be intimated later</td>
</tr>
<tr>
<td>10.</td>
<td>Issue of Work Order</td>
<td>To be intimated later</td>
</tr>
</tbody>
</table>
PROJECT BACKGROUND

Kerala has been the pioneer state in tourism industry in India. Department of Tourism is readying itself for the next leap in tourism and is looking for a world-class tourism product during monsoon season. In this context, the Champions’ Boat League (CBL) was conceived to change the face of tourism in the region. Snake Boat races are integral part of Kerala backwaters landscape and are conducted by the local district administrations, boat clubs every year. Department of Tourism intends to bring the Snake boat races in a league format to give a true world-class tourism experience to the tourists while creating an international sporting atmosphere for the boat clubs and oarsmen. Department of Tourism intends to conduct about 12 races in the CBL from Aug 1st (Nehru Trophy Boat Race, Alappuzha) to Nov 15th (President’s Trophy Boat Race, Kollam) every weekend.

Therefore, Department of Tourism is floating RFP for the selection of eligible entities with the desired expertise of broadcasting of CBL for Government of Kerala.

Six out of the 14 districts will hold CBL races this year - 12 boats races will be held in Alappuzha, Kottayam, Kollam, Ernakulam, Thrissur and Malappuram districts.

The 1952 – incepted Nehru Trophy will be the qualifying boat race for the selection of the top 9 teams for the CBL.

The CBL boat races includes Nehru Trophy, Pulinkunnu, Thazhathangadi (Kottayam), Piravom (Ernakulam), Marine Drive (Kochi), Kottapuram (Thrissur), Ponnani (Malappuram), Kainakari (Alappuzha), Karuvatta (Alappuzha), Kayamkulam (Alappuzha), besides Kallada (Kollam) and President’s Cup (Kollam).
SCOPE OF WORK / SERVICES REQUIRED

(1) Production of four (12) television commercials, each of a duration of 60 minutes (with shorter edits), as per details given below:

<table>
<thead>
<tr>
<th>Quality required</th>
<th>4K/HD/SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master Duration of each episode</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>Master Film Language</td>
<td>English</td>
</tr>
<tr>
<td>Duration of edits/cut Downs</td>
<td>30min, 15 mins, 10 mins, 5 mins, 1 Min, 30 secs and 15 sec</td>
</tr>
<tr>
<td>Language Dubs</td>
<td>English, Malayalam, Kannada, Tamil &amp; Hindi</td>
</tr>
<tr>
<td>Credit Titles/Mutes</td>
<td>Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs</td>
</tr>
<tr>
<td>Audio Rights</td>
<td>TV, Radio, Cinema, Digital &amp; Internet, Social Media, OOH (Live Media)</td>
</tr>
<tr>
<td>Video Rights</td>
<td>TV, Cinema, Digital &amp; Internet, Social Media, OOH (Live Media)</td>
</tr>
<tr>
<td>Duration of Audio Rights</td>
<td>Perpetuity</td>
</tr>
<tr>
<td>Duration of Video Rights</td>
<td>Perpetuity</td>
</tr>
</tbody>
</table>

2. The scope of work includes concept, research, script writing, cinematography / shooting, editing, music & voice over etc. Production of Twelve (12) Episodes of sports programming content (Live/Non Live) each of a duration of 60 seconds (with shorter edits),

3. The Sports Programming content to be produced will be of international quality, comparable with the existing Sports Programming content produced of the Ministry of Tourism. The content of the programming will be entirely by fresh shoot.

4. The Agency/ Production House will be responsible for securing any required permissions for shooting of the Sports Programming content. The Department of Tourism will provide assistance by way of issue of letters to concerned authorities, wherever necessary.

5. The Agency/ Production House team to travel to every location in advance and ascertain the time required to shoot the sports programming content.

6. The entire logistics of the team to be borne by the bidder.

BASIC PRODUCTION BREAKDOWN (Example)

- 6 CAMERA COVERAGE (Minimum Requirement)
- SEPARATE ENG TEAM
- GRAPHIC SYSTEM/PACKAGING
- REPLAY SYSTEM
- PROGRAM UPLINKING
- ANCHOR, PRESENTER & COMMENTATORS (Languages – Malayalam/English/Hindi/Tamil/Kannada)
- CHANNEL PLACEMENT
- ALL NECESSARY BROADCAST PERMISSIONS & LICENSES
PROJECT DURATION

The duration of the project is 1st August to 15th November, 2019.

INSTRUCTION TO BIDDERS

1. The selected bidder shall function as the Television Broadcast Production/Programming Agency for the overall conceptualization of all races in CBL at Kerala, and its scope would be extended to items listed in the scope of work.
2. The proposal will be evaluated on the basis of the evaluation criteria set-out in this tender document in order to identify the ‘successful bidder’. The successful bidder will be issued a work order by the Department of Tourism.
3. The Department of Tourism intends to adopt a single stage-two cover bidding process for the selection of the agency for the assignment. Hence, the technical and financial proposal shall be submitted under two cover system. An amount of INR 25,000 (Rupees Ten thousand only) for the cost of tender document (non-refundable) has to be remitted online while submitting the bid on or before the bid submission date and time.
4. Each bidder shall submit a maximum of one (1) proposal for the assignment, in response to this tender document. Any bidder who submits more than one proposal for the assignment shall be disqualified. Joint venture/consortium, societies & trusts are not allowed for this tendering process.
5. The proposal shall remain valid for a period of not less than 180 days from the proposal due date (proposal validity period). The Department of Tourism reserves the right to reject any proposal, which does not meet this requirement.

GENERAL TERMS AND CONDITIONS FOR E-TENDER

The tender document can be downloaded from State e-Procurement website www.etenders.kerala.gov.in. Bidders should submit their bids through this e-tendering website for the selection of Television Broadcasting Company for Champions Boat League in Kerala from 1st August to 15th November, 2019. The tender is invited in two cover system – technical and financial. Prospective bidders willing to participate in this tender shall necessarily register themselves with above mentioned e-procurement portal.

Online Bidder Registration Process

Bidders should have a Class II or above Digital Signature Certificate(DSC) to be procured from any Registration Authorities (RA) under the Certifying Agency of India. Details of RAs will be available on www.cca.gov.in. Once the DSC is obtained, bidders have to register on www.etenders.kerala.gov.in website for participating in this tender. Website registration is a one-time process without any registration fees. However, bidders have to procure DSC at their own cost.

Bidders may contact e-Procurement support desk of Kerala State IT Mission over telephone at 0471-2577088,2577188,2577388 or 0484-2336006,2332262- through email: etendershelp@kerala.gov.in for assistance in this regard.
ONLINE TENDER PROCESS

The tender process shall consist of the following stages:

a) Downloading of the tender document: Tender document will be available for free download on www.etenders.kerala.gov.in. However, tender document fees shall be payable at the time of bid submission as stipulated in this tender document.

b) Pre-bid meeting: On 20th Jul 2019 at 15:00 Hrs

c) Publishing of Corrigendum: All corrigenda shall be published on www.etenders.kerala.gov.in and shall not be available elsewhere

d) Bid submission: Bidders have to submit their bids along with supporting documents to support their eligibility, as required in this tender document on www.etenders.kerala.gov.in. No manual submission of bid is allowed and manual bids shall not be accepted under any circumstances.

e) Opening of Technical Bid and Bidder short-listing: The technical bids of the bidders qualifying the criteria mentioned in this RFP will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract disqualification. Bids shortlisted by this process will be taken up for opening the financial bid.

f) Opening of Financial Bids: Bids of the qualified bidders shall only be considered for opening and evaluation of the financial bid on the date and time mentioned in the Schedule for the RFP process. (Page No.4)

EARNEST MONEY DEPOSIT (EMD)

1. Bidders should remit an earnest money deposit (EMD) of INR 5,00,000/- (Rupees Five lakh only) at the time of online bid submission. The bid will not be considered in the absence of payment of the tender fee and EMD.

2. EMD shall be returned to the unsuccessful bidders within a period of one month from the date of issue of ‘work order’ to the ‘successful bidder’. EMD submitted by the ‘successful bidder’ shall be returned one week post the submission of performance security as per clause.

3. EMD shall be forfeited in the following case:

   • If any information or document furnished by the bidder turns out to be misleading or untrue in any material respect.

FORMAT AND SIGNING OF BIDS

The bidder shall provide all the information as per this tender document. The Department of Tourism will evaluate only those proposals that are received in the required format and are
complete in all respects. The bidder should prepare the hard copies of the Bid and submit the same online in the required formats.

Each proposal shall comprise the following:

**PART I SUBMISSION – Technical Bid**

A. Tender fee and EMD to be paid online.
B. Covering letter in the format set-out in Appendix 'A';
C. Details of the bidder in the format set out in Appendix 'B'. The bidder has to declare the company profile such as Memorandum & Article of Association of the company, etc. The documents to be submitted online should also include the following:
   
   I. Self-attested copy of registration;
   II. Self-attested copy of Pan Card;
   III. Self-attested copy of the GSTIN number;
   IV. Self-attested copy of the company profile, along with the list of significant clients;
   V. Chartered Accountant certificate (original) specifying the annual turnover for the last three years in the format set-out in Appendix 'E'.

D. Power of attorney as per Appendix 'C', authorizing the signatory of the proposal to commit the bidder;
E. Technical proposal comprising:
   
   I. Project data sheets & technical capacity of the bidder in the format set out in Appendix 'D', with supporting proofs as indicated in clause;
   II. Creative presentation as per guidelines prescribed in Appendix 'F'. The presentation can be submitted in a hard copy in a separate sealed envelope manually to the Department of Tourism, on or before the technical bid opening;
   III. Affidavit regarding the non-debarment by any State/Central Government or their agencies, in the last five years.

**PART-II SUBMISSION – Financial Bid**

The bidder shall complete the Price Bid (BoQ) as per the format given for download along with this tender.

A. Form 1 : Covering Letter
B. Form 2: Financial Proposal

**Note**: The blank price bid should be downloaded and saved on bidder’s computer without changing file-name, otherwise price bid will not get uploaded. The bidder should fill in the details in the same file and upload the same back to the website.

Each page of the technical bid shall be numbered and signed by an authorized signatory of the bidder, holding the Power of Attorney (the “authorized representative”). A copy of the power of attorney certified under the hands of a Director of the bidder or a notary public on the specified form shall accompany the proposal.
SUBMISSION OF BIDS

The bidders should submit their bids as per the timeline mentioned earlier in the document. The bids shall be submitted only from the bid submission start date till the bid submission end date and time. Therefore, bidders are advised to submit the bids well in time.

The proposal, all correspondence and documents shall be written in English. In case, of accompanying literature or brochures, etc. being in a language other than English, a certified translation should accompany the documents as part of the tender. All proposals and accompanying documentation will become the property of the Department of Tourism and will not be returned.

Once the bid submission date and time is over, the bidders cannot submit their bid. The bidders shall only be held responsible for any delay and whatsoever reason in submission of bid.

LATE BIDS

Once the bids submission date and time is over, the bidder cannot submit his/her bid. Bidder has to start the bid submission well in advance, so that the submission process passes off smoothly. The bidder only, will be held responsible if his/her bids are not submitted in time due to any reasons.

It shall be deemed that prior to the submission of the proposal, the bidder has:

1. Made a complete and careful examination of terms and conditions/requirements, and other information as set-forth in this tender document;
2. Received all such relevant information as it has requested from the DEPARTMENT OF TOURISM, and;
3. Made a complete and careful examination of the various aspects of the project.

The DEPARTMENT OF TOURISM shall not be liable for any mistake or error or neglect by the bidder in respect of the above.

RECEIPT AND OPENING OF BIDS

Bidders are advised to submit their bids in ‘two-packet’ system with technical and financial bids separately. Please note that prices should not be quoted in the technical bid. The prices should be quoted in the financial bid only. On receipt of the bids, the technical proposals will be opened by the Bid Evaluation Committee (BEC) members in the office of the Department of Tourism.

The Designated Committee will open all bids, in the presence of bidder’s authorized representatives who choose to attend on the date and time mentioned in the ‘Notice Inviting Tender’. The bidder’s representatives who are present shall record their attendance on the attendance sheet. In the event of the specified date of bid opening being declared a holiday, the bids shall be opened at the appointed time and place on the next working day.

After the evaluation of the technical bids, the Designated Committee shall notify those bidders whose bids were considered non-responsive to the conditions as mentioned in this tender document and not meeting the qualification requirements indicating that they did not technically qualify for selection as the agency for this project. The Designated Committee will
simultaneously notify, whose technical bids were considered acceptable and have been shortlisted for the presentation and opening of their financial bids.

The Designated Committee reserves the right to reject any proposal not submitted on time and which does not contain the information/documents as set out in this tender document.

To facilitate evaluation of proposals, Designated Committee may, at its sole discretion, seek clarifications in writing from any bidder regarding its proposal.

EVALUATION

The criteria for pre-qualification, technical evaluation and selection of bidders are set out under section.

As part of the evaluation, the part I – technical submission shall be checked for responsiveness with the requirements of the tender document and only those proposals which are found to be responsive would be further invited to give a presentation in accordance with the criteria set-out in this tender document.

Part I – Submission would be considered to be responsive if it meets the following conditions:

A. The amount towards the cost of tender and EMD have been received on or before the proposal due date including any extension thereof.
B. It is signed and marked as stipulated in clause. It contains all the information and documents mentioned in the tender document.
C. It contains information in formats specified in this tender document.
D. It conforms to the bid validity period as set-out in clause.
E. It provides information in reasonable detail. (“Reasonable detail” means that, but for minor deviations, the information can be reviewed and evaluated by the DEPARTMENT OF TOURISM without communication with the bidder). The DEPARTMENT OF TOURISM reserves the right to determine whether the information has been provided in reasonable detail.
F. There are no inconsistencies between the proposal and the supporting documents.
G. The bid document should be properly indexed with page numbers.

A proposal that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one:

Which affects in any substantial way, the scope, quality, or performance of the Assignment, or Which limits in any substantial way, inconsistent with the tender document, the DEPARTMENT OF TOURISM rights or the bidder’s obligations under the work order, or Which would affect unfairly the competitive position of other bidders presenting substantially responsive proposals.

Quality Cum Cost Based Selection (QCBS) method shall be adopted for selection of the agency, which has been fully described in section of this tender document. The bidder achieving the highest combined technical and financial score as described in section will considered to be
the successful applicant and will be invited for negotiations, if required before the final contract signing.

In case there are two or more bidders with the same combined score, the DEPARTMENT OF TOURISM may in such case call all such bidders for negotiations and select the preferred bidder on the outcome of the negotiations. The selection in such cases shall be at the sole discretion of the DEPARTMENT OF TOURISM.

**The Designated Committee** reserves the right to reject any proposal, if:

- At any time, a material misrepresentation is made or discovered; or
- The bidder does not respond promptly and diligently to requests for supplemental information required for the evaluation of the proposal.

In the event of acceptance of the proposal of the preferred bidder, the DEPARTMENT OF TOURISM shall declare the preferred bidder as the successful bidder. The DEPARTMENT OF TOURISM will notify the successful bidder through a letter of intent (LOI) that its proposal has been accepted.

The successful bidder(s) shall be issued the work order on priority.

**PAYMENT TERMS**

Payment will be made to the successful bidder on the basis of the deliverables as specified in the following table.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Deliverable</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advance for the work order</td>
<td>50% of the agreement value</td>
</tr>
<tr>
<td>2</td>
<td>Within 60 days from the submission of the final Invoice, upon successful delivery of the event and all its elements as defined in the scope of work of the tender document. (subject to Government Treasury restrictions)</td>
<td>50% of the agreement value</td>
</tr>
</tbody>
</table>

THE DEPARTMENT OF TOURISM SHALL PAY ALL INVOICES WITHIN 60 DAYS FROM THE DATE OF RECEIPT OF VERIFIED INVOICE (subject to Government Treasury restrictions).

**ELIGIBILITY CRITERIA AND EVALUATION METHODOLOGY**

Only those agencies /companies /partnership firms/proprietorships, which are eligible to participate in this tendering process, Bids submitted by any other bidders will be treated as non-responsive and will not be considered against this bid.

**PRE-QUALIFICATION CRITERIA**

<table>
<thead>
<tr>
<th>S No</th>
<th>Criteria</th>
<th>Documentary Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The agency should be a registered entity with minimum 3 years of existence as on 31st March 2019 as a broadcasting/Sports Production &amp; programming agency and their Head of Broadcast/Production and its Crew having experience more than 10 years to the</td>
<td>1. Certificate of incorporation under Companies act 1956/2013, and other applicable acts based on the country of existence. 2. PAN Card for Indian / Tax Residency</td>
</tr>
</tbody>
</table>
2. The agency should have a minimum annual turnover of INR 10 crores or more each year for Indian Companies or equivalent turnover of INR 10 crores or more each year in relevant foreign currency during the last three financial years (i.e. 2019-18, 2018-17 and 2017-16).

3. GST registration for Indian or relevant registration certificate for companies registered abroad.

1. CA certificate (In Original) applicable for Indian companies.
2. Audited balance sheets for the last three financial years (i.e. 2019-18, 2018-17 and 2017-16) (To support the claim).
3. In the absence of the audited financial statement for FY 2018-19, An original CA certificate for the same to be provided.

The agency must not be disqualified/Blacklisted / terminated / debarred by any state or central government or their agencies, and should not have been found guilty of any criminal offence by any court of law, in the last three (3) years.

1. Affidavit of at least Rs.100/- duly notarized and authorized signatory.

Note: submission of forged documents shall result in rejection of the bid.

The agency that fulfills the above pre-qualification criteria will be considered eligible bidder. Failure to comply with pre-qualifications criteria shall render the bidder ineligible. The technical and financial proposal of ineligible bidder shall not be considered.

Bid should comprise of following sections:

1. Technical & Creative Bid
2. Financial bid
Both the bids must be separately packed and labelled on the RFP portal. Prices should not be quoted in the technical bid. The prices should be quoted in the financial bid only.

TECHNICAL EVALUATION CRITERIA
The technical bids would be evaluated by a technical assessment committee on the following criteria

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Component</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Brief on the Profile and Track Record of the Agency/ Production House indicating strength and credentials of the agency/ production house, number of employees, details of the specialist partners/ affiliates/ associates, in-house facilities, details of earlier work handled in related spheres (i.e. production of television commercials, films, documentaries), list of important clients / brands handled, etc.</td>
<td>15</td>
</tr>
<tr>
<td>2.</td>
<td>Cumulative turnover over and above Rs. 10.00 Crore 2 marks for every bracket of Rs. 5.00 crores over Rs. 10.00 crore (during 2016-17, 2017-18 &amp; 2018-19)</td>
<td>10</td>
</tr>
<tr>
<td>3.</td>
<td>Total payment to the agency / production house from a single client in any one year out of the three years (2016-17, 2017-18, 2018-19) of an amount of at least Rs.1 Crore 2 marks each for every additional account for which payment received is Rs. 1.00 crore or more (during 2016-17, 2017-18 &amp; 2018-19)</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Concept for this Sports League including the Concept, Camera Plan, Graphic Samples, Proposed additional technologies and attractions to bring into the success of the League and asset monetisation plans, Presenter network in different languages including international presenter attractions to the League, and Story Board for the Sports Programming Content/Television Commercials, Docus etc including treatment of the concept / theme and creative ideas.</td>
<td>30</td>
</tr>
<tr>
<td>6.</td>
<td>Profiles of proposed TV Production Crew members of the agency with their experience to the sports or television production Industry or channels including the profile of the directors and executive producer/script writer, camera/technical crew and etc.</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total maximum marks</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

EVALUATION METHODOLOGY

The financial proposals shall be given scores as follows: Financial score (pf) = 100 x financial proposal of lowest bidder / financial proposal of Bidder under consideration

The composite score shall be computed as follows: Composite score = (pe x 0.70) + (pf x 0.30)

The evaluation methodology will be based on Quality and Cost Based Selection Method (Q.C.B.S.), with 70% weightage on technical score and 30% weightage on financial score.
The bidder obtaining the highest composite score would be declared as the preferred bidder.

**VARIOUS APPENDIX**

**APPENDIX A**

**COVERING LETTER**
(ON THE LETTERHEAD OF THE BIDDER)

DATE: TO:

REF: ‘REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF TELEVISION BROADCASTING COMPANY FOR 12 RACES HAPPENING AT 12 DIFFERENT PLACES AT CHAMPIONS BOAT LEAGUE IN KERALA, FROM 1ST AUGUST – 15TH NOVEMBER, 2019’

Dear Sir,

Being duly authorized to represent and action on behalf of.........................(herein after referred to as ‘the bidder’) and having reviewed and fully understood all of the proposal requirements and information provided and collected, the undersigned hereby submits the proposal on behalf of (name of bidder) for the captioned project in one (1) original and one (1) duplicate, with the details as per the requirements of the tender document, for your evaluation. We confirm that our proposal is valid for a period of 180 days from (insert proposal due date).

We also hereby agree and undertake as under:

Not with standing any qualifications or conditions, whether implied or otherwise, contained in our proposal we hereby represent and confirm that our proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed scope of work, which forms a part of the tender document provided to us. We hereby certify and confirm that in the preparation and submission of our proposal, we have not acted in concert or in collusion with any other bidder or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,
For and on behalf of (name of bidder)

Duly signed & Stamped by the authorized signatory of the bidder (name, title and address of the authorized signatory duly signed and stamped)
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>APPENDIX B</strong></td>
<td></td>
</tr>
<tr>
<td><strong>DETAILS OF BIDDER</strong></td>
<td>(TO BE PROVIDED ON COMPANY LETTER HEAD)</td>
</tr>
<tr>
<td><strong>1. NAME OF THE PROJECT</strong></td>
<td></td>
</tr>
<tr>
<td><strong>2. NAME OF THE BIDDER FIRM</strong></td>
<td></td>
</tr>
<tr>
<td><strong>3. REGISTERED OFFICE</strong></td>
<td>ADDRESS (WITH PIN CODE)</td>
</tr>
<tr>
<td></td>
<td>TELEPHONE NOS. (WITH STD CODE)</td>
</tr>
<tr>
<td></td>
<td>FAX NOS. (WITH STD CODE)</td>
</tr>
<tr>
<td></td>
<td>E-MAIL ID</td>
</tr>
<tr>
<td></td>
<td>WEBSITE</td>
</tr>
<tr>
<td><strong>4. GSTIN (COPY TO BE ENCLOSED)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>5. PAN CARD NO (COPY TO BE ENCLOSED)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>6. A. NAME AND DESIGNATION OF THE CHIEF EXECUTIVE OF THE FIRM</strong></td>
<td></td>
</tr>
<tr>
<td><strong>6. B. ADDRESS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>7. A. NAME AND DESIGNATION OF THE AUTHORITY THAT IS AUTHORIZED TO SIGN THE BID DOCUMENT</strong></td>
<td></td>
</tr>
<tr>
<td><strong>7. B. ADDRESS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>8. COST OF TENDER (DETAILS OF THE DD) EMD AMOUNT (DETAILS OF THE DD)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>9. OTHER ELIGIBILITY DOCUMENTS ATTACHED:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>9. A. DOCUMENTS IN EVIDENCE OF PAST EXPERIENCE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>9. A. I. LIST OF IMPORTANT CLIENTS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>9. A. II. PROOF OF SUCH ASSOCIATION LIKE WORK ORDER COPIES AND CERTIFICATES FROM IMPORTANT PAST CLIENTS</strong></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX C

POWER OF ATTORNEY
(ON STAMP PAPER OF RELEVANT VALUE)

Know all men by these presents, we....................................................... (name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms.................................................. (name and residential address) who is presently employed with us and holding the position of.......................................................As our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for selection of Television Broadcasting Production / Programming Company for 12 races at 12 different places in Kerala from 1st August – 15th November 2019 for Champions Boat League’ including signing and submission of all documents and providing information/responses to the dot in all matters in connection with our proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this the day of 2019 for

(Name and designation of the person(s) signing on behalf of the bidder) Accepted

(signature & stamped) (name, title and address of the attorney) Date: .........................

Note:

1. To executed only if the bidder is a company, agency or firm.
2. The mode of execution of the power of attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. Copy of such document should be submitted along with the power of attorney.

3. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favour of the person executing this power of attorney for the delegation of power hereunder on behalf of the bidder.
APPENDIX D

FORMAT FOR PROJECT DATA SHEET

NAME OF THE FIRM: _________________________________

<table>
<thead>
<tr>
<th>PROJECT NAME:</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROJECT LOCATION</td>
<td>PROFESSIONAL STAFF</td>
</tr>
<tr>
<td>WITHIN COUNTRY:</td>
<td>PROVIDED BY THE</td>
</tr>
<tr>
<td>NATURE OF CLIENT</td>
<td>FIRM:</td>
</tr>
<tr>
<td></td>
<td>NO. OF STAFF:</td>
</tr>
<tr>
<td></td>
<td>NO. OF PERSON MONTHS:</td>
</tr>
<tr>
<td>START DATE (MONTH/YEAR)</td>
<td>COMPLETION DATE (MONTH/YEAR)</td>
</tr>
</tbody>
</table>

NAME OF SENIOR STAFF INVOLVED AND FUNCTIONS PERFORMED:

DESCRIPTION OF THE PROJECT:

DESCRIPTION OF ACTUAL SERVICES PROVIDED:
APPENDIX E

FINANCIAL CAPACITY OF THE BIDDER (CHARTERED ACCOUNTANT CERTIFICATE)

<table>
<thead>
<tr>
<th>BIDDER</th>
<th>ANNUAL TURNOVER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016-17</td>
</tr>
</tbody>
</table>

NAME & ADDRESS OF

BIDDER: INSTRUCTIONS:

THE BIDDER SHALL SUBMIT A CHARTERED ACCOUNTANT CERTIFICATE ONLY. THE CERTIFICATE SHOULD MENTION:

APPENDIX F

GUIDELINES FOR TECHNICAL PRESENTATION

DETAILED PRESENTATION ON THE CONCEPT OF CBL 2019 AT KERALA. IT MUST INCLUDE, BUT NOT LIMITED TO:

1. (i) Technical Bids received will be opened in the presence of authorized representatives of the agencies / production houses who have submitted proposals at the specified date.

2. (ii) The Technical Bid will, in the first instance, be examined in the Department to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies / Production Houses that fulfil the eligibility criteria and have submitted all required documents in their Technical bid will be invited to make presentations on their Technical Proposal at a date / time to be specified and conveyed by the Department of Tourism.

(iii) The Technical Proposals, on which presentations will be made, will carry weightage of 70 marks and will be evaluated by a Constituted Committee.

(iv) The agencies / production houses scoring 50% and above (i.e. 50 marks or more out of 100 marks) in the Technical Evaluation, will be considered for financial bid opening.

(v) Financial Bids of the shortlisted agencies / production houses will be opened in the presence of authorized representatives of the agencies on a date / time to be specified by the Department of Tourism. Financial evaluation, based on the Total Amount for Production of 12 (Twelve) Sports programming content quoted by the Agency as per the format given at Annexure H-ii, will carry a weightage of 30%.

(vi) Selection of the agency / production house will be based on the aggregate of the Technical and Financial Evaluation. The agency which scores the highest aggregate marks will be awarded the contract.

(vii) From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency / Production House wishes to contact the Department of Tourism on any matter related to its proposal, it should do so only in writing. Any effort by the Agency / Production House to influence the Department in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency / Production House.
APPENDIX G

Venues for all the Races

1. Punnamada (Nehru Boat Trophy – Alappuzha) – 2nd Saturday of August every year
2. Pulinkunnu (Alappuzha)
3. Thazhethangadi (Kottayam),
4. Piravam (Ernakulam),
5. Marine drive (Ernakulam)
6. Kottappuram (Thrissur)
7. Ponnani (Malappuram)
8. Kainakari (Alappuzha)
9. Karuvatta (Alappuzha)
10. Kayamkulam (Alappuzha)
11. Kallada (Kollam)
12. Ashtamudi - President’s Trophy boat race (Kollam) – Nov 1st every year

Though these venues are final, Department of Tourism may amend them at a later date if there are any technical/financial feasibility and other outstanding issues.
APPENDIX- H

Format of the Financial Bid.


Annexure H-i Format for Letter of Financial Bid Submission

To be provided on ‘Company letter head’

Subject: - Letter of Financial Bid Submission.

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Production of 12 (Twelve) Television Broadcast Sports Programming content at CBL in accordance with your RFP document no. .......................................................... dated ..................... Our financial bid as per the requirements of RFP document is attached as Annexure H-ii. The financial proposal is exclusive of taxes, which will be claimed as applicable and as per actual.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder: ..................................
Authorised Signatory: .................................

Name:
Address and contact

Details of bidding agency.................................. Seal:

Date: Place:
Annexure H-ii

Format for Financial Quote details (To be provided on ‘Company letter head’) and only to be updated online on the website

The Department of Tourism,
Government of Kerala

Subject: Financial Quote Details.

Madam / Sir,

This has reference to the Department of Tourism’s RFP no....................................... dated .......................

for Production of 12 (Twelve) Television Broadcasting at CBL.

2. (i) In this context, our total financial quote for production of the Twelve (12) Television Broadcasting at CBL in respect of above RFP is Rs.../-( Rupees………………………………………………………………………….. in words), excluding taxes.

(i) Break-up of the total financial quote, exclusive of taxes is as given below:

Cost for Production of 12 Sports programming content (TVCs) (Exclusive of Taxes):

---------------------------------------------------------------------------------------------------------------------------------------------------------------

TVC at Punnamada (Nehru Boat Trophy – Alappuzha – 2nd Saturday of August, Rupees ....................... (In Words & Figure)

TVC at Pulinkunnu (Alappuzha) Rupees .................... (In Words & Figure)

TVC at Thazhethangadi (Kottayam) Rupees .................... (In Words & Figure)

TVC at Piravam (Ernakulam) Rupees .................... (In Words & Figure)

TVC at Marine drive (Ernakulam) .................... (In Words & Figure)

TVC at Kottappuram (Thrissur) Rupees .................... (In Words & Figure)

TVC at Ponnani (Malappuram) .................... (In Words & Figure)

TVC at Kainakari (Alappuzha) Rupees .................... (In Words & Figure)

TVC at Karuvatta (Alappuzha) Rupees .................... (In Words & Figure)

TVC at Kayamkulam (Alappuzha) Rupees .................... (In Words & Figure)

TVC at Kallada (Kollam) Rupees .................... (In Words & Figure)

---------------------------------------------------------------------------------------------------------------------------------------------------------------
TVC at Ashtamudi – President’s Trophy boat race (Kollam) – Nov 1st Rupees .................... (In Words & Figure)

Total Cost for Production of 12 TVCs: Rupees (Words) ------------ Rupees (Figure)  ---------

It is certified that the Cost for Production of the TVCs quoted above covers all costs / expenses for undertaking work as detailed in the Scope of Work of the above referred RFP, except taxes.

IMPORTANT

The following may be noted while submitting the Financial Quote:

There should be no mismatch between the cost quoted for each TVC and the total cost for all 12 TVCs. The total cost for the 12 TVCs should be the sum of the cost for each of the 12 TVCs. In case of any mismatch in the same, the total sum of the cost for each of the 12 TVCs will be taken as final total cost quoted

1. (i) The total cost quoted for all the 12 (twelve) TVCs will be taken into account for evaluation of financial bid.
2. (ii) The Total Cost quoted is exclusive of taxes.

(iii) Taxes/GST, if any, applicable in India will be as per actual.

Thanking you,

Name of the Bidder: .................................. Authorised Signatory:................................. Name:
Seal:

Date: Place:

Note:
1. The Financial Proposal is inclusive of all out-pocket expenses incurred by the Bidder towards travel, documentation/communication etc. 2. The Financial Proposal should exclude GST.